

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) Apparatus, comprising:

an information service module configured to ~~for provide~~ing an information service in conjunction with a television programme service, ~~the information service module being configured to provide link information for display during the television programme service, the link information being associated with predefined content of the information service;~~

a receiver configured to ~~for receive~~ing an acceptance signal related to the information service ~~that is independent of the predefined content~~ from a display controller; and

a display module configured to ~~for provide~~ing the information service predefined content for display in response to the acceptance signal, wherein

the information service module is further configured to receive a user preference not to display the information service during the display of the television programme service, the information service module being operable to override the user preference in response to detection of a code identifying the link information for display during display of the television programme service, the link information being associated with predefined content of the information service.

2. (Original) Apparatus according to claim 1, wherein the acceptance signal corresponds to a set of keystrokes on the display controller.

3. (Original) Apparatus according to claim 2, wherein the keystroke set comprises less than four keystrokes.

4. (Original) Apparatus according to claim 3, wherein the keystroke set comprises a single keystroke.

5. (Previously presented) Apparatus according to claim 1, wherein said information service module is configured to insert the link information into a subtitle line.

6. (Previously presented) Apparatus according to claim 5, wherein said information service module is further configured to highlight the link information.

7. (Previously presented) Apparatus according to claim 1, wherein the information service module is configured to distinguish link information from information which does not comprise a link to the information service.

8. (Previously presented) Apparatus according to claim 7, wherein the information service module is configured to distinguish the link information by detecting a tag associated with the link information.

9. (Previously presented) Apparatus according to claim 8, wherein the information service module is arranged to display the link information in response to detection of a tag.

10. (Previously presented) Apparatus according to claim 1, wherein the information service comprises teletext.

11. (Original) Apparatus according to claim 1, comprising a television programme service according to the digital video broadcasting (DVB) standard.

12. (Currently Amended) A method comprising: ~~the steps of~~
_____ providing an information service in conjunction with a television programme service, ~~the information service including link information associated with predefined content of the information service for display during the television programme service,~~
_____ receiving an acceptance signal related to the information service ~~that is independent of the predefined content~~ from a display controller; and
_____ providing the ~~predefined content~~ information service for display in response to the acceptance signal, further comprising;

_____receiving a user preference not to display the information service during the display of the television programme service, and

_____overriding the user preference in response to detection of a code identifying the link information for ~~during~~ display of during the television programme service, the link information being associated with predefined content of the information service.

13. (Original) A method according to claim 12, wherein the acceptance signal corresponds to a set of keystrokes on the display controller.

14. (Original) A method according to claim 13, wherein the keystroke set comprises less than four keystrokes.

15. (Original) A method according to claim 14, wherein the keystroke set comprises a single keystroke.

16. (Original) A method according to claim 12, comprising providing the link information for display as a subtitle during the television programme service.

17. (Original) A method according to claim 12, including highlighting the link information to be displayed.

18. (Original) A method according to claim 17, wherein the highlighting comprises causing the link information to flash periodically when displayed.

19. (Original) A method according to claim 12, wherein the link information comprises a page number.

20. (Previously presented) A method according to claim 12, wherein the link information includes an identification tag for distinguishing the link information from information which does not comprise a link to the information service.

21. (Original) A method according to claim 20, wherein the tag comprises a non-display character.

22. (Previously presented) A method according to claim 20, comprising displaying a subtitle line which includes tagged link information.

23. (Currently Amended) A computer readable medium containing a program, which when executed by a processor, enables access to an information service from a television programme service, ~~in which link information associated with selected predefined content of the information service is displayed concurrently with a television programme image~~, wherein the program implements the steps of receiving an acceptance signal related to the information service that is independent of the selected predefined content from a display controller, ~~providing the link information for display~~, providing the ~~selected predefined content~~ information service for display in response to the acceptance signal, and receiving a user preference not to display the information service during the display of the television programme service, further comprising wherein the step of providing the link information includes overriding the user preference in response to detection of a code identifying the link information for display during display of the television programme ~~service image~~, the link information being associated with predefined content of the information service.

24. (Previously presented) A computer readable medium containing a program for performing the steps of claim 12 when the program is run by a processor.

25-27 (Cancelled)

28. (Previously presented) Apparatus according to claim 1, further comprising means for scanning data received from the television program service for link information.

29. (Previously presented) Apparatus according to claim 11, comprising at least one processor for processing the DVB service.

30. (Previously presented) Apparatus according to claim 1, comprising at least one processor for processing the information service and the link information.

31. (Previously presented) Apparatus according to claim 1, further comprising memory for storing the predefined content of the information service.

32. (Previously presented) A method according to claim 12, including the step of scanning data received from the television program service for link information.

33-38 (Cancelled)

39. (Currently Amended) Apparatus comprising:

means for providing an information service in conjunction with a television programme service, ~~including means for providing link information for display during the television programme service, the link information being associated with predefined content of the information service;~~

means for receiving an acceptance signal ~~that is independent of the predefined content~~ related to the information service from a display controller; and

means for providing the ~~predefined content~~ information service for display in response to the acceptance signal, wherein

the information service providing means is further configured to receive a user preference not to display the information service during the display of the television programme service, and is operable to override the user preference in response to detection of a code identifying ~~the link information~~ for display during display of the television programme service, the link information being associated with predefined content of the information service.